



CALPEEK

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U.S. SENATE UPDATE: LEVINE & DIFI ANNOUNCE.

Editor's note: This past week U.S. Rep. Mel Levine(D) and former S.F. Mayor Dianne Feinstein(D) both did their formal announcements for the U.S. Senate. Levine is running for the 6-year seat, while DiFi is running for the short term seat. Here is CALPEEK's brief analysis...

...Both Levine and DiFi will have tough primary races this June. Of the two, Levine has the tougher race because his standing in the polls is still in a single digit, despite the fact that he has accumulated a HUGE war chest of \$4 million. Levine will be up against Lt. Gov. Leo McCarthy, who has run statewide 4 times; and house colleague, fiesty U.S. Rep. Barbara Boxer...

...Until recently, Levine was the "stealth" candidate --- with a poor 60% attendance record in the House. He got that tag because aside from raising money, he's been almost invisible. So it wasn't all that surprising that at his impressive announcement this past week (with about 30 well known elected officials standing behind him), the news media coverage was just ho hum -- and very little TV coverage. Had Levine been hustling like Boxer these past 7 months, his name ID, and thus his coverage, might have been better. Too bad because Levine's speech was very good, with the right mix on the economy, the environment, choice and foreign policy. And from the tone of the speech, it sounds as if Levine will run against the establishment, even though he's part of it...

...Feinstein's announcement, in contrast, was well attended by the news media, as is fitting with her frontrunning status for the 2-yr. seat. She has a big lead over rival Demo Gray Davis. Like Levine, DiFi plans to run against the "establishment." Not being an office holder, she probably

pulls this off somewhat better than Levine. But the difference between the two Demos is that DiFi is playing her GENDER CARD to the hilt. On her campaign signs, in bold letters, it reads, "2% is not enough," a reference to the percentage of women in the U.S. Senate. More next time...

...FLASH: Late word from Orange Co. is that ex-L.A. Olympic organizer/businessman Peter Ueberroth has taken out papers to run for the U.S. Senate - 6 yr. seat. If he actually files the papers, some think it will be ADIOS for Bono, Campbell and Herschensohn -- and perhaps even bigger trouble for the Democrats. Stay tuned...

INTERNAL BATTLES SPOIL CA GOP CONVENTION.

Editor's note: Reports from CALPEEK sources about the just concluded CA Republican Party(CRP) convention all agree about one thing: there was NO cease-fire between the moderate-Wilson wing of the GOP and hard-line Republicans. Here is CALPEEK's brief analysis...

...The "meat" of the CRP convention was in two parts: the U.S. Senate candidates debate and the attempt to pre-primary endorse Pres. George Bush. The debates first...

...The 1st debate was between Palm Springs Mayor Sonny Bono, U.S. Rep. Tom Campbell and Bruce Herschensohn. From the very beginning it was a "Let's Get Campbell" bashing, with Bono leading the way. The moderate Campbell was playing defense all night. Regarding Bono: his opening remarks were good, but when he responded to questions he had to read from prepared notes. And many answers were short on substance. He is clearly NOT in the same league as Campbell or Herschensohn --- and that's being very kind...

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...The 2nd debate between appointed U.S. Sen. John Seymour, U.S. Rep. Bill Dannemeyer and college professor Bill Allen was only slightly more subdued. It was your usual Seymour vs. Dannemeyer brouhaha, with Seymour firing off one of the nastier lines that really caught Dannemeyer by surprise. He accused Dannemeyer of endorsing "genocide" of people with AIDS. After the debate, Seymour vanished from the convention. Smart move...

...As for the Bush pre-primary endorsement FIASCO, there are more spins on what happened than on a carnival ride. But the bottom-line was that it was just too big a risk to go for a suspension of the CRP rules, which would have required a 2/3rds vote. CALPEEK sources say it was the Bush team (read that as Charlie Black) who had CRP chairman Jim Dignan pull the plug on his plan and to instead do a straw poll. It was Dignan's idea to give Bush the endorsement and some CALPEEK sources suggested, "Jim Dignan went off the reservation." That's a nice way of saying the Bush White House was surprised when the pre-primary endorsement plan went public. But others think Dignan's idea was well intended and don't fault him...

...Strategically, this flap was win for Pat Buchanan. However, on the last day of the convention, Pro-Bush conservatives (CRA Pres. Michael Schroeder, activist Barbara Alby and consultants Wayne Johnson and John Stoos, along with some Wilson operatives) held the delegates together long enough to give Bush an impressive 89% win (vs. 11% for Buchanan). In raw numbers it was 745 for Bush, 92 for Buchanan and some 291 delegates did NOT vote. Stay tuned...

GARIBALDI ROAST BY CAPITOL FOCUS APRIL 6. Judge James Garibaldi, one of the Capitol's best known legislative advocates, will be "roasted" at a fundraiser April 6, sponsored by Capitol Focus. Reception 6 p.m., dinner/program 7:30 p.m., Radisson Hotel, Sacramento. For info (916)443-2229...

NWPC WEST L.A. BREAD & ROSES AWARDS LUNCH. The Nat'l Women's Political Caucus L.A. Westside's 1992 "Bread & Roses" Awards luncheon will be held at 12:30 p.m., Mar. 21, Beverly Hills Hotel. Among those being honored is L.A. Co. Sup. Gloria Molina. For info/RSVPs (310)559-5724...

CAMPAIGN '92: CANDIDATES READY FOR BATTLE. Editor's note: As CALPEEK went to press on this issue, the filing deadline was still open, so we'll have to update many of these races next week IF there were any surprise entries. Back at the battlefield, things are heating up in both GOP and Demo races. Here's our latest update...

- 20th S.D. SPECIAL - A major flap has developed in this April 7 election where Senate President Pro Tem David Roberti(D) is the odds on favorite to replace former State Sen. Alan Robbins. It seems that Roberti's campaign wanted to hire Demo campaign consultant Marlene Bane to assist with the effort. Roberti already has lead consultant Larry Sheingold and daily mgr. Cathy Keig in place. Sources say Bane's job would have been to help with localized support in the Valley. Roberti was prepared to pay Bane (wife of Demo Assemblyman Tom Bane) \$25,000 for her services. But Bane REFUSED the offer. Sources say she wanted \$50,000. No harm, so far...

...HOWEVER, Roberti operatives now think that Bane helped persuade GOP Pro-CHOICE advocate Carol Rowen of Tarzana to file in the 20th S.D. special. Rowen says this ISN'T the case. The question now is whether Bane will end up helping Rowen, because they are close, personal friends. FYI: CA Abortion Rights Action League(CARAL) is keeping a close eye on the 20th S.D. CARAL would love to beat Roberti, a strong Pro-LIFE Demo. CARAL has run independent campaigns to get Demos to cross-over vote for Pro-CHOICE GOP candidates...

- 67th A.D. - Correction from CALPEEK's Feb. 24 issue where we indicated that U.S. Rep. Bob Dornan(R-Orange Co.) had endorsed Assemblyman Nolan Frizzelle(R) over 2 other GOP incumbents - Tom Mays and Doris Allen. CALPEEK got Dornan's name off a list of elected officials (supplied by Frizzelle) who had supposedly endorsed him. There doesn't seem to be a problem with the other names, but Dornan's office says he never endorsed Frizzelle and is friendly with all three. It would have been less messy if Dornan had just co-endorsed the others...

- 30th C.D. - Part of the mystery has been cleared up regarding this new mid-L.A. city C.D. Assemblyman Xavier Becerra from way over in eastern L.A. County will be the

candidate of the "Molinanistas." He'll be facing off against Helen Hernandez and L.A. School Board member Leticia Quezada in the Demo primary. This C.D. is NOT a Latino district per se. Its western border bumps up against West Hollywood, and that's why there have been rumors that L.A. Councilman Zev Yaroslavsky or perhaps Assemblyman Burt Margolin(D) might file. So might Demo fundraiser Alfred Lum or even consultant Gary Townsend. Stay tuned...

LOCAL ELECTIONS '92: CITY-COUNTY ROUNDUP.
Editor's note: Here's another roundup of CITY-COUNTY elections taking place April 14 and June 2...

- SAN DIEGO MAYOR'S RACE - Talk radio host/former Mayor Roger Hedgecock will NOT join the current field seeking to replace Maureen O'Conner. The news is especially good for growth control advocate Peter Navarro, who might have had a tough time making a runoff with Hedgecock in the race. Sources think Hedgecock's message on growth management and the environment would have cut deeply into Navarro's base. Ditto on Hedgecock not running for Co. Sup. Susan Golding and Councilman Ron Roberts...

- L.A. COUNTY - In the battle to replace retiring Sup. Kenneth Hahn, it was no huge surprise to learn that Hahn and his allies have endorsed former congresswoman Yvonne Burke over State Sen. Diane Watson. Remember, Watson jumped into this race BEFORE Hahn decided to retire - so the handwriting was on the wall. P.S. CALPEEK sources say it isn't likely Sup. Gloria Molina will endorse in this contest. We've heard that before...

...FYI: The supes have placed a \$100 million bond measure on the June 2 ballot to retrofit older, county-owned buildings with sprinklers. But supes LEFT off the ballot a \$520 million parks bond measure. Some L.A. City officials claimed this measure would have shortchanged city projects...

- SACRAMENTO COUNTY - There are 2 hot contests in the works for supervisor. In the 3rd District, there are now 7 rivals in the race to replace Sandy Smoley(R), who is running for congress. The top 6 include conservative activist Donna Schlansky; San Juan School Bd. member Stan Nielsen; planning commissioner Carol Bass; former Sacto

councilman Bill Smallman; civic leader Muriel Johnson and health advocate Jane Hagedorn. Johnson has hired consultant Ray McNally; Nielsen has hired Townsend & Co.; while Hagedorn hired Richie Ross...

...For the 4th District seat being vacated by retiring Sup. Jim Streng, there were at last count, 8 rivals. They include environmental activist Gail Ervin; SMUD Board members David Cox and Joe Buonaiuto; San Juan school Bd. member Linda Muskops; businessman Skip Horvath; realtor Jeff Spencer; Tony Russell; and Donald Werve. Some CALPEEK sources think Cox is the candidate to beat...

- SACTO MAYOR'S RACE - Add one more name to the growing list of candidates seeking to replacing retiring Mayor Anne Rudin. The new candidate is Councilwoman Heather Fargo...

- SAN DIEGO COUNTY - There are 3 supervisorial seats up for grabs. Supes George Bailey and Susan Golding are stepping down, but Sup. Brian Bilbray will seek another term. No heavy opposition for Bilbray as of this report. But there will be a solid fight for Golding's seat. San Diego Councilwoman Judy McCarty will face Encinitas Councilwoman Pam Slater and Libertarian Party candidate Dick Rider. U of San Diego law prof. Robert Simmons dropped out of the running and has reportedly thrown his support to Slater. Consultant John Kern is running the McCarty campaign, while The Primacy Group is handling Slater...

...For the 2nd District seat, the leading contenders are Diane Jacob, Santee Mayor Jack Doyle and conservative activist Bonnie Kibbee...

- TORRANCE - L.A. County's 3rd largest city held muni elections March 3rd and one of two incumbents was defeated for reelection. Councilman Tim Mock came in 4th with 3 seats up for grabs. Councilman George Nakano was reelected along with new members Maureen B. O'Donnell and Don Lee...

CALPEEK'S CONSULTANTS DIRECTORY ON SALE.
The 1991-92 edition of CALPEEK's Directory of Campaign Consultants is now on sale. The cost is \$15 for subscribers and \$40 for non-subscribers. CA sales tax included. For info (310)659-0205...

FCC RULE MAY HURT STATE & LOCAL CANDIDATES.

Mark this down. Report in Order 91-168 or 91-168 for short. It's part of a new Federal Communications Commission(FCC) interpretation of the rules which states that TV and radio stations are under NO statutory obligation to sell time to candidates for State and local office. In other words, if you are running for the State Senate, TV and/or radio stations don't have to sell you air time. However, TV and radio stations are REQUIRED to sell time to any federal candidate who makes a request, and at the lowest available rates...

...CALPEEK came upon this new rule because 23rd S.D. Demo candidate Cathy O'Neill wanted to buy time on KNX-Radio in L.A., but the station refused her request, citing the FCC's 91-168 rule...

...From what CALPEEK can gather, TV and radio stations aren't exactly thrilled with 91-168 either because under this new rule, stations can no longer put together a package deal of various times. Thus federal candidates can "cherry pick" prime time ads on TV (or AM/PM drive time on radio), leaving few prime spots for regular commercial advertisers, who pay a higher rate. Initiative committees are not impacted, because they pay top dollar, just like other commercial advertisers...

...What does all this mean? Not all TV or radio stations may wish to interpret 91-168 the way KNX did. In other words, they may or may not agree to sell time to State and local candidates. It's up to each station. Sources at KNX indicate the station WILL sell time in the upcoming DA's race and in the county supes races. Stay tuned...

NEW JOBS, ADDRESSES AND PERSONNEL NOTES.

Editor's note: Here are some items to mark down in your notebook...

- State Sen. Marian Bergeson(R-Newport Beach) is the new chair of the Women's Legislative Caucus for 1992...

- Walt Mix III is the Calif. Republican Party's new finance director. He jumped to the CRP job from the law firm of Davidson & Reed at the beginning of the year...

- Debbie Taylor is a new special asst. to L.A. Co. Sup. Gloria Molina. Taylor had

worked on U.S. Rep. Barbara Boxer's senate campaign before switching jobs...

- The Sacto-base campaign mgt. firm of Russo Marsh + Assoc. has hired Joe Justin as a consultant. Justin worked for the NRCC prior to joining RM+A. Also aboard at RM+A is James Moore, who will be a communications consultant...

- Marty Zajic, former exec. asst. to Orange Co. Sup. Gaddi Vasquez, has been hired as community relations mgr. for the proposed Disneyland Resort project...

- The Sacto-base law firm of Olson, Connelly, Hagel et al has promoted Kathleen Barbieri to business mgr...

- Sacto-based Calif. Resources Network (CRN) has moved its offices to 1127 11th St., Ste. 523, Sacto 95814. Same phone...

- Karen Hutchens has joined Nelson Communications in Costa Mesa as a Sr. VP. She was director of govt. relations at San Diego Gas & Electric Co...

- The San Diego/L.A.-based polling firm of Decision Research has signed two more Demo House candidates: Lynn Dymally in the 37th C.D. and Tom Nolan in the 14th C.D...

- John Beauchamp has been named L.A. coordinator for Health Access Coalition. The L.A. office is at 1010 S. Flower St., 5th Floor, L.A. 90015; (213)744-1656...

MARKETPLACE NETWORK

- PUBLIC AFFAIRS CONSULTING GROUP in Los Angeles is gearing up for some new clients. We are looking for an office manager/executive secretary; and an account executive with agency experience. Please send resume w/references to: Michael Dieden, PACG, 16830 Ventura Blvd., Suite Y, Encino, CA 91436...

CALPEEK's Marketplace Network is a listing of employer/employee availabilities for those engaged in campaign consulting/PA/PR/govt. relations/advocacy. The cost for each listing is \$25 for up to 40 words. Add \$5 for each additional 10 words. Send ad copy with advanced payment to CALPEEK's Marketplace Network, P.O. Box 1468, Beverly Hills, CA 90213. For info (310)659-0205...